

AdClarity Packages

Analysis, Media Planning and Monitoring

Introduction

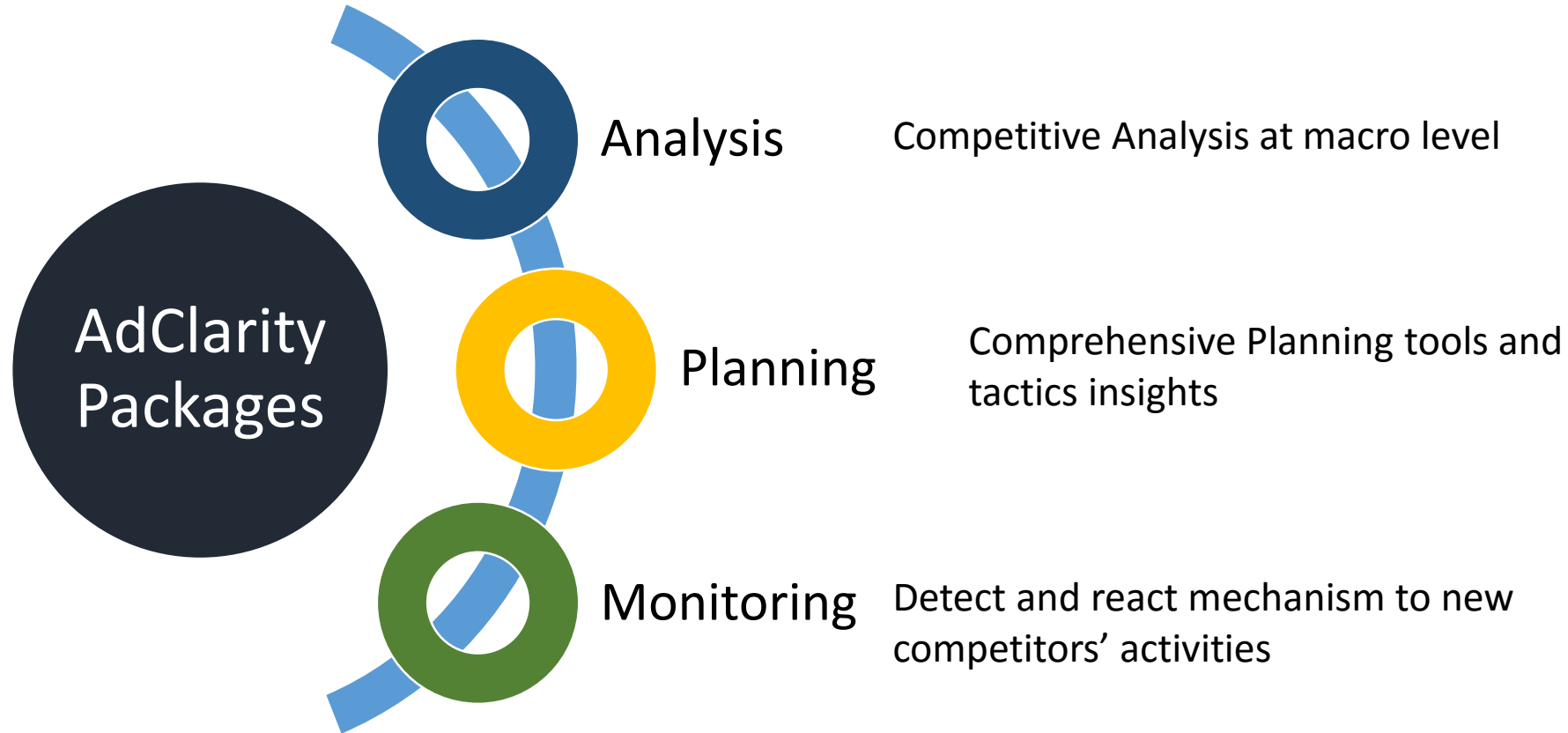
This presentation is showcasing the new offering of AdClarity: Custom Dashboard packages for Advertisers, Agencies, Mediators and Publishers that elevate the BI digital insights to the next level.

AdClarity Target Audience

Ad-Clarity packages are ideal for:

- Media Buyers
- Media Planners
- Researchers
- Analysts

AdClarity Package Offering



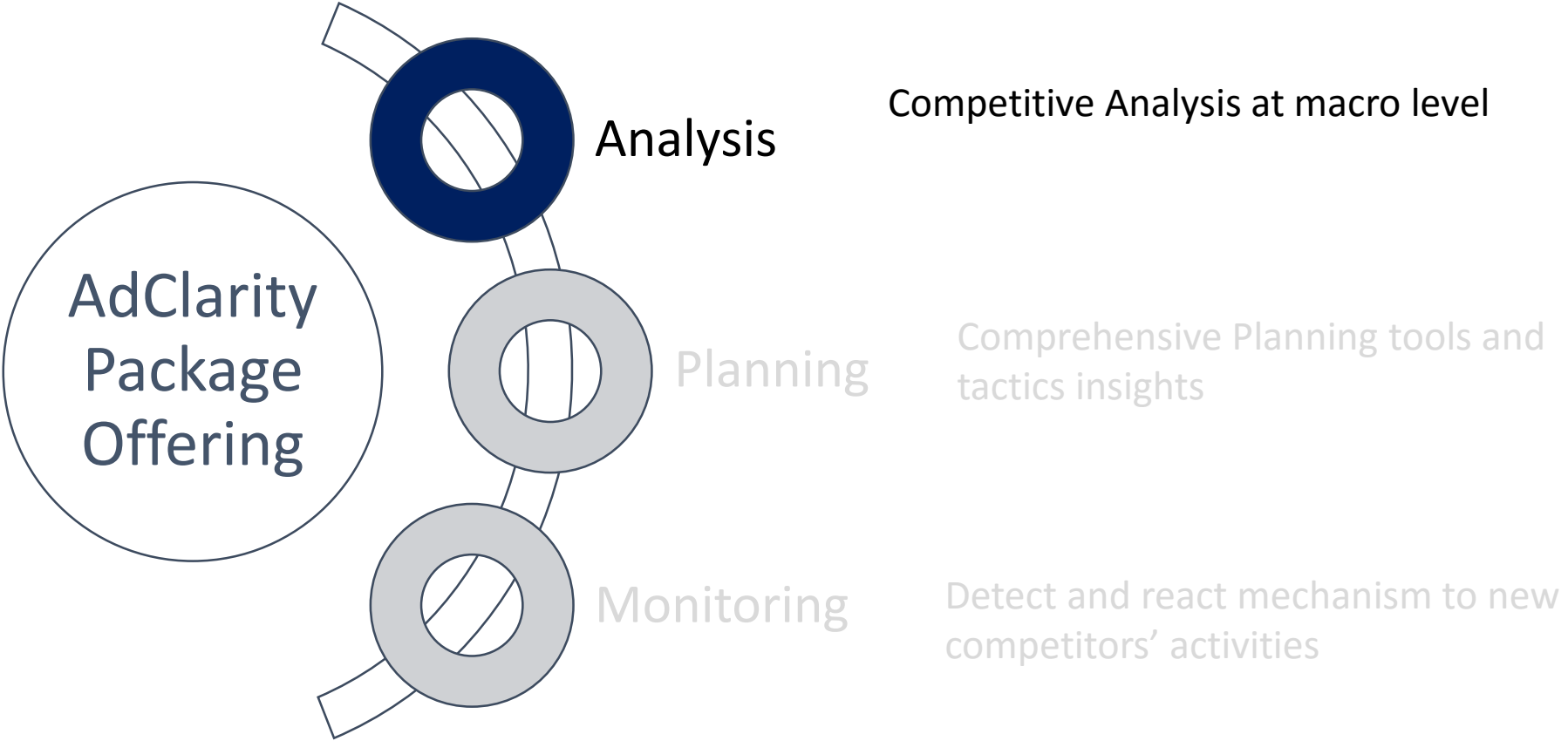
Dashboards Index

Clicking on a dashboard name will redirect you to the dashboard slide



Overview	Video Overview (US)	Media Strategy	Segmentation	Go-To-Market	Mediators	DMA Data (US)
Promotions	Engagement Opportunities	Campaigns	Creatives	Cross Channel Creatives Analysis	Specific Brand Media Strategy	Video Media Strategy (US, FR)
A/B Testing	Ads Analysis	SOV on Competing Publishers	Enter New Markets	SOW Potential	New Money	
New Campaigns Alert						

Analysis



Overview



- Get to know the competitive landscape from a digital cross-channel perspective
- View dominant brands and activity peaks across the Dashboard period
- Understand your competitors digital channel emphasis



Overview

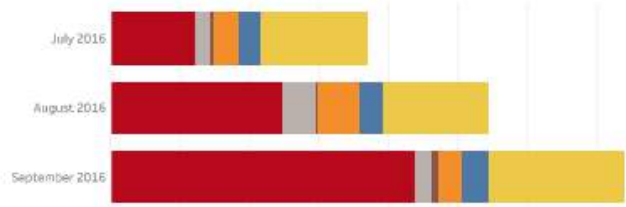


SOV - Choose Advertising Channel
Desktop

Brand CHEVROLET FORD HONDA NISSAN SUBARU TOYOTA

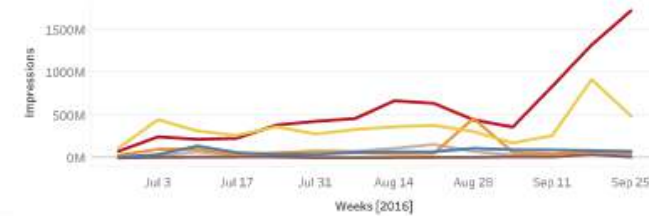
Which brands are the most dominant?

Share of Voice (Defined by #Impressions in Desktop & #Records on Mobile and Video)

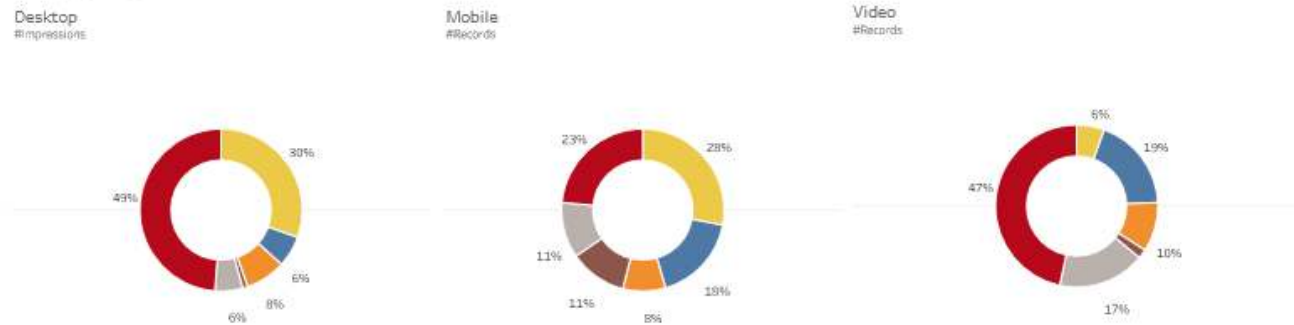


Weekly View

Desktop by #Impressions, Mobile & Video by #Records



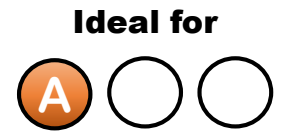
How my competitors are stacked across the channels?



Dashboard charts Info

- Brands dominance - which brands were most active on a monthly scale
- Weekly View – competitors trending activity on a weekly scale
- Cross-Channel SOV – what was the SOV for Desktop, Mobile and Video

Media Strategy



- Unfold your competitors' media strategy and programmatic buying tendency
- Identify differences in media distribution level across different channels
- Get a sense of your competitors' audience and targeted publishers' categories

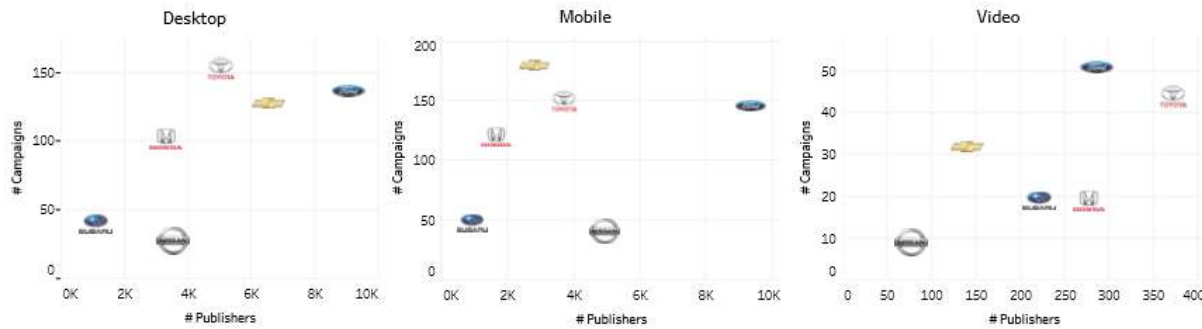


Media Strategy



What is my competitors cross-channel strategy?

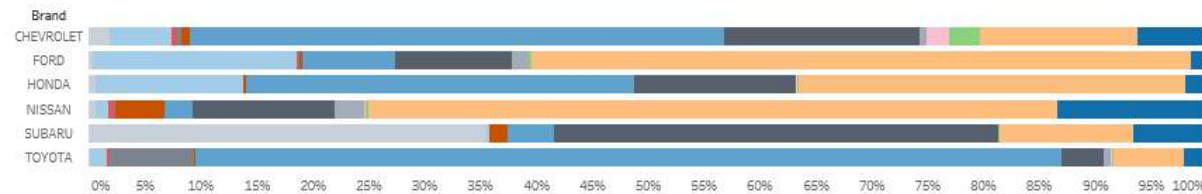
Discover how many publishers, on average, your competitors are using to distribute campaigns across channels



Which publishers' categories are the most popular?

Based on SimilarWeb categorization

*Top 12 Publishers Categories **Excluding "Other", Desktop



Dashboard charts Info

- Cross-Channel Strategy – how many campaigns and publishers your competitors used. The more publishers/campaigns, the more probable they worked programmatically.
- Publishers categories – breakdown of the top publishers' categories for your competitors' activity

Segmentation



- Evaluate your competitors emphasis, based on a variety of segmentations
- Check the accuracy of hypotheses you have on your competitors (When applicable)
- Design your own taxonomy allowing you to segment digital campaigns up to a product level



Segmentation Analysis

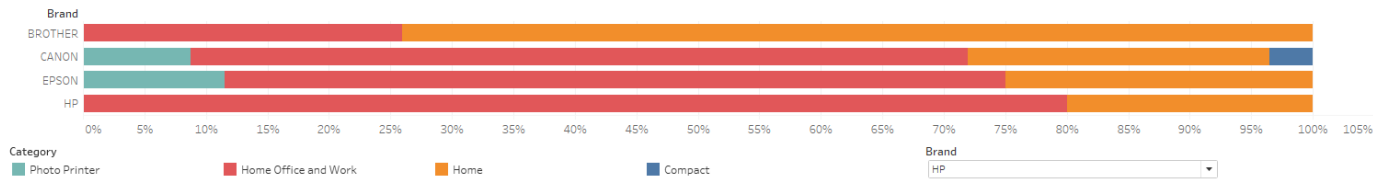


Which segments are advertised the most indirectly?

Country: (All) Choose Adv.: Desktop Advertiser: (All)

Advertising By Device Type - Desktop

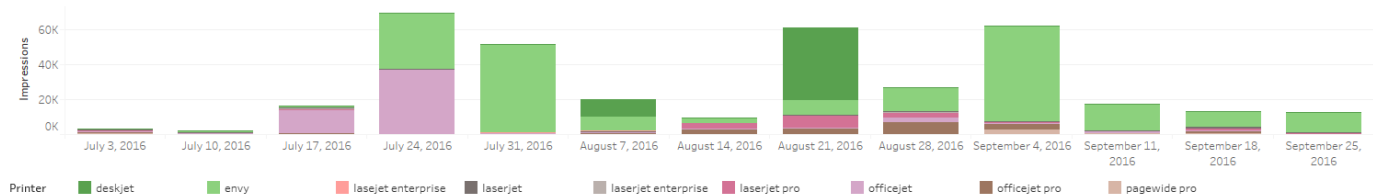
Excluding Accessories, Tuners, and general advertising campaigns



What was HP emphasis on All-in-One printers

Desktop, Direct and Indirect Advertising

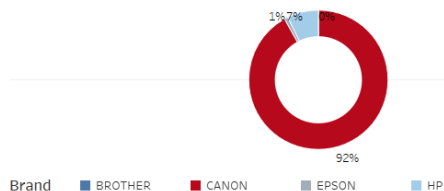
#Impressions/Records



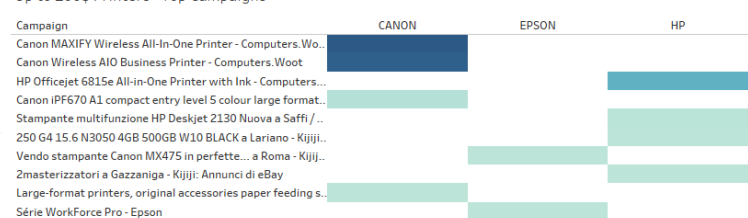
Printers Below \$100 on Desktop

#Impressions on Desktop, #Records on Mobile & Video

Based on USD pricing on official companies' websites (excluding Taxes)



Up to 100\$ Printers - Top Campaigns

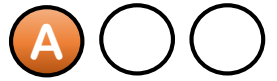


Dashboard charts Info

- Segmentation Analysis – The most common segmentation per industry
 - Examples:
 - Tech: Smartphones, Computers, Wearables etc.
 - Sports: Basketball, Soccer, Tennis etc.
 - Automotive: Compact, Mid-Size etc.
- Trending Activity – Per Brand Segmented activity overview on a monthly/weekly scale
- Custom segmentation – choose each segmentation you desire
 - Examples:
 - SOV of printers below 99\$
 - Hybrid vehicles

Go-To-Market Strategy

Ideal for



- See the split between own advertising Vs. distributors' campaigns (Wholesalers, Dealerships etc.)
- Get insight to your competitor's activity in terms of own/indirect advertising



Go-To-Market Strategy

biscience

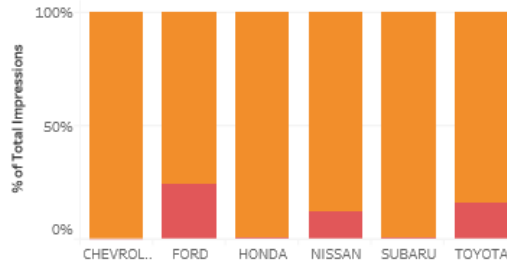
Brand TOYOTA Channel Desktop

What's my competitors' Dealerships-Direct Advertising ratio?*

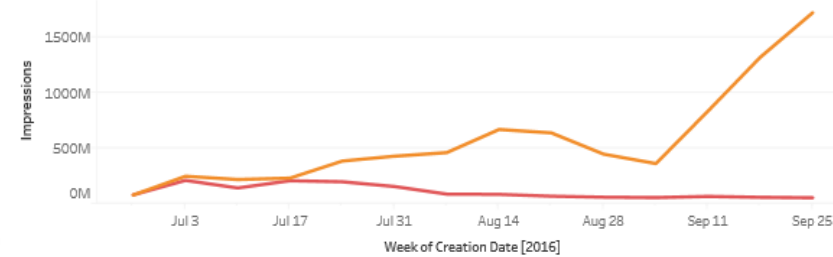
*The dealerships list is presented on the "Display Name" dashboard.

Type Direct Dealerships

Monthly Impressions - Direct & Distributors



Monthly Impressions - Direct & Dealerships for TOYOTA



TOP Campaigns

Dealerships or Direct Advertising?

Use the filter to view competitors

Campaign	Dealerships	Direct
2017 Toyota Camry Mid-size Car Demands respect at every corner		3,884,895,330
2017 Toyota Camry Demands respect at every corner		2,528,156,604
All Offers Local Toyota Offers TriState.BuyAToyota.com	632,251,327	
New Car Deals Local Toyota Deals, Incentives & Special Offers		621,696,426
2016 Toyota Prius Let's shatter all expectations.		344,006,283
All Vehicles Inventory Search Cincinnati.BuyAToyota.com	190,458,879	
New Cars, Trucks, SUVs & Hybrids Toyota Official Site		157,383,674
Toyota Inventory New Toyota Inventory Search		143,785,888
Offer Details Local Toyota Offers Cincinnati.BuyAToyota.com	123,342,598	
Find a Toyota Camry Toyota Dealer Cincinnati.BuyAToyota.com	83,526,365	

Dashboard charts Info

- Own/Distributors Ratio – The scope of indirect advertising
- Monthly impressions – Trending activity of your competitors for both own and indirect advertising
- Top campaigns – Breakdown of top 10 campaigns to own advertising and distributors' advertising



Mediators Analysis

Ideal for



- Get a comprehensive view on Deployment Chains (Mediators)
- Discover a different behavior across channels and countries



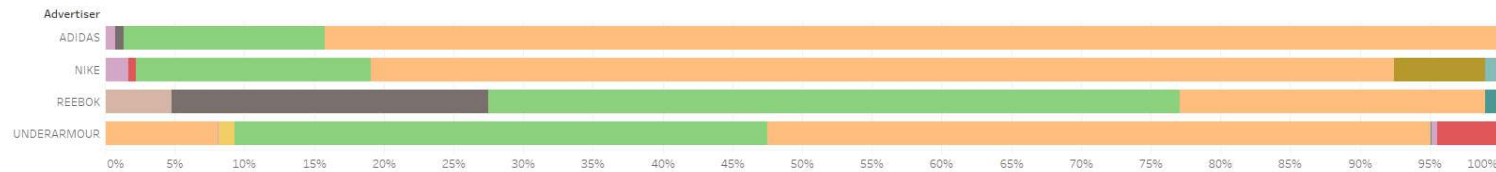
Insights

Mediators Analysis



Country: Channel Id:

Top Mediator Chains

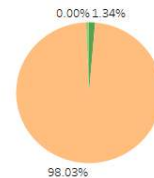
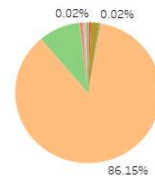
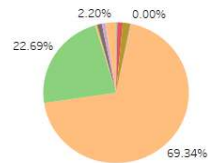


How mediators are stacked across the channel?

Desktop

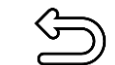
Mobile

Video

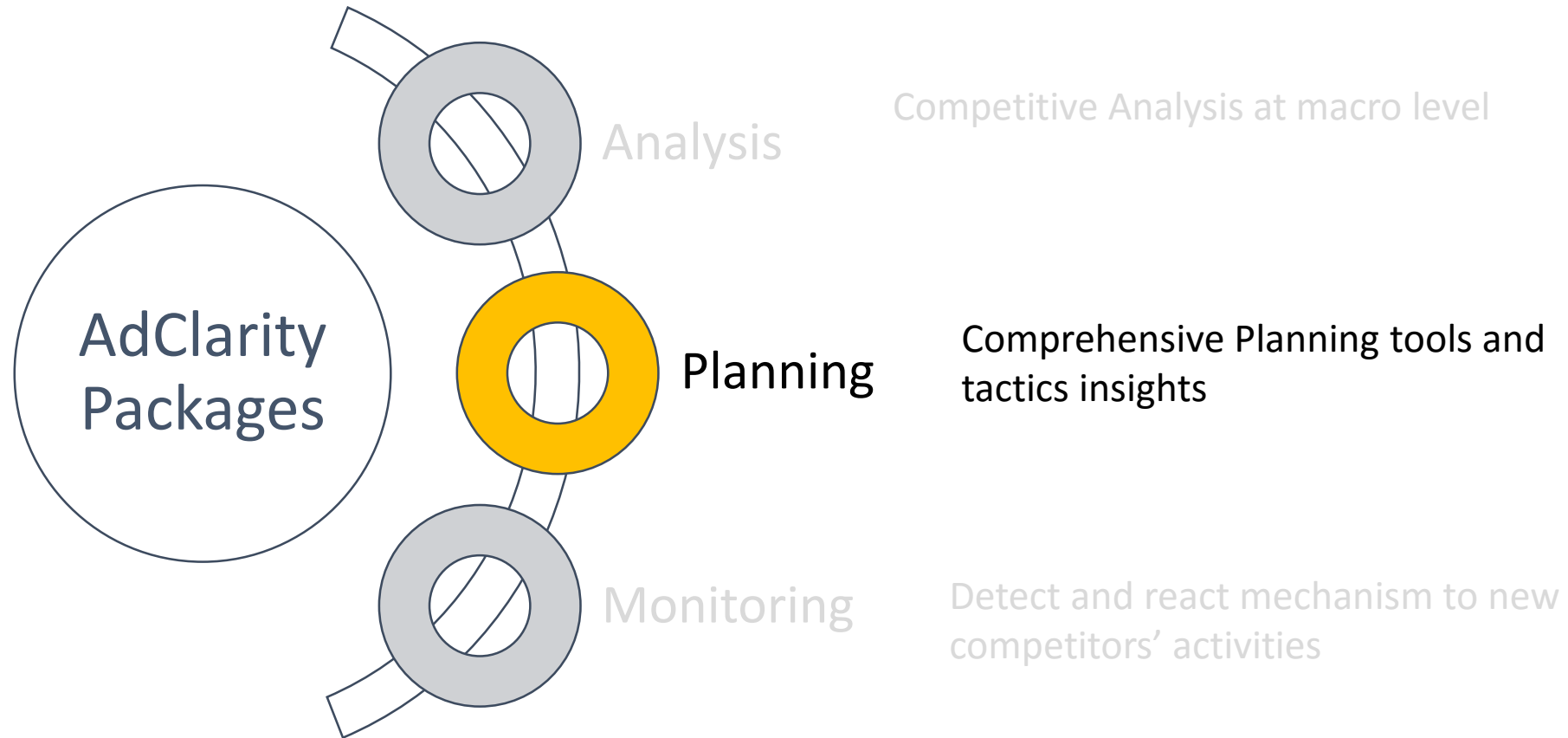


Dashboard charts Info

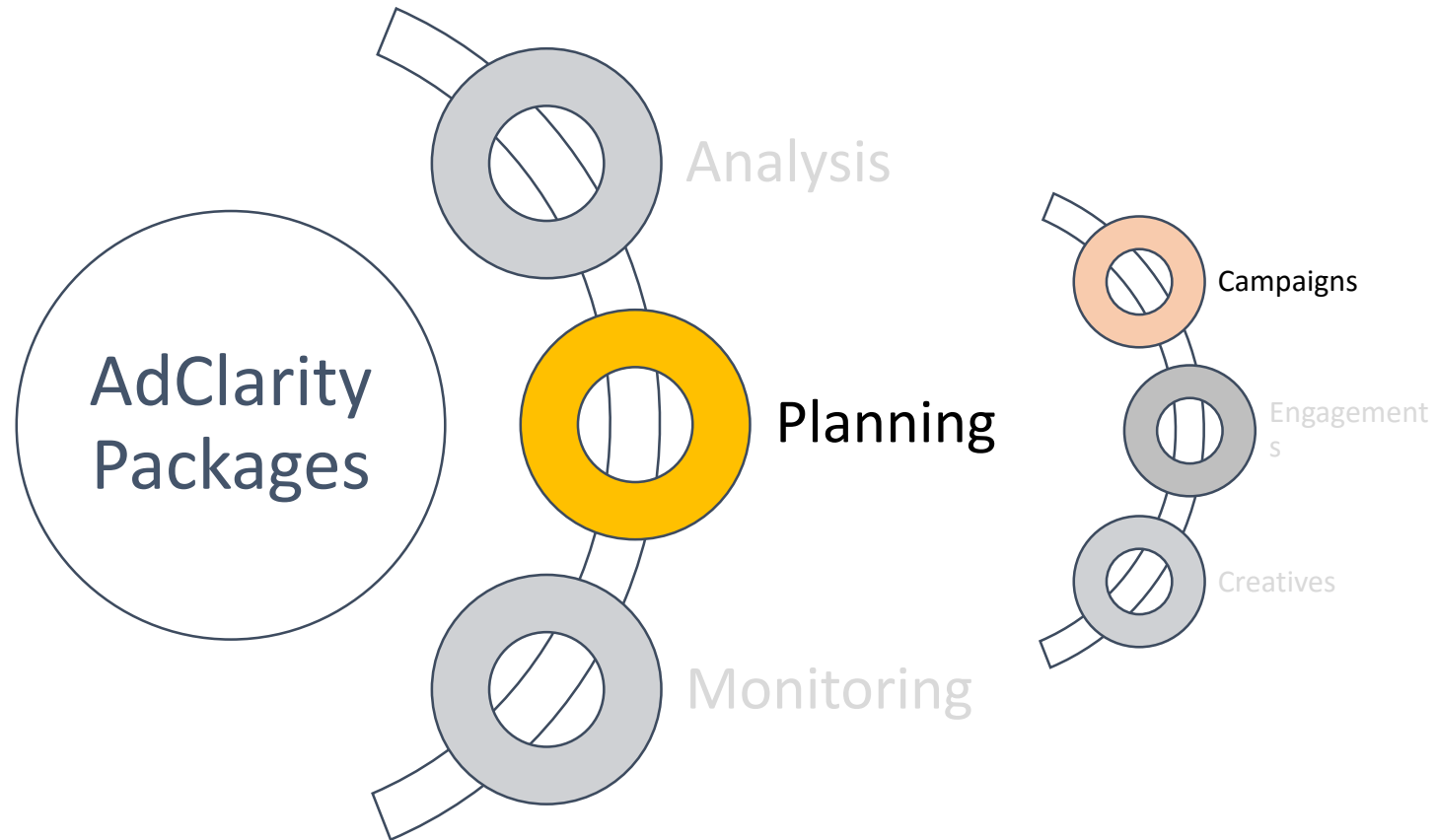
- Top Mediators – The top mediators/mediator chains for competitors
- How mediators are stacked across the column – Mediator breakdown across channels for all competing brands



Planning



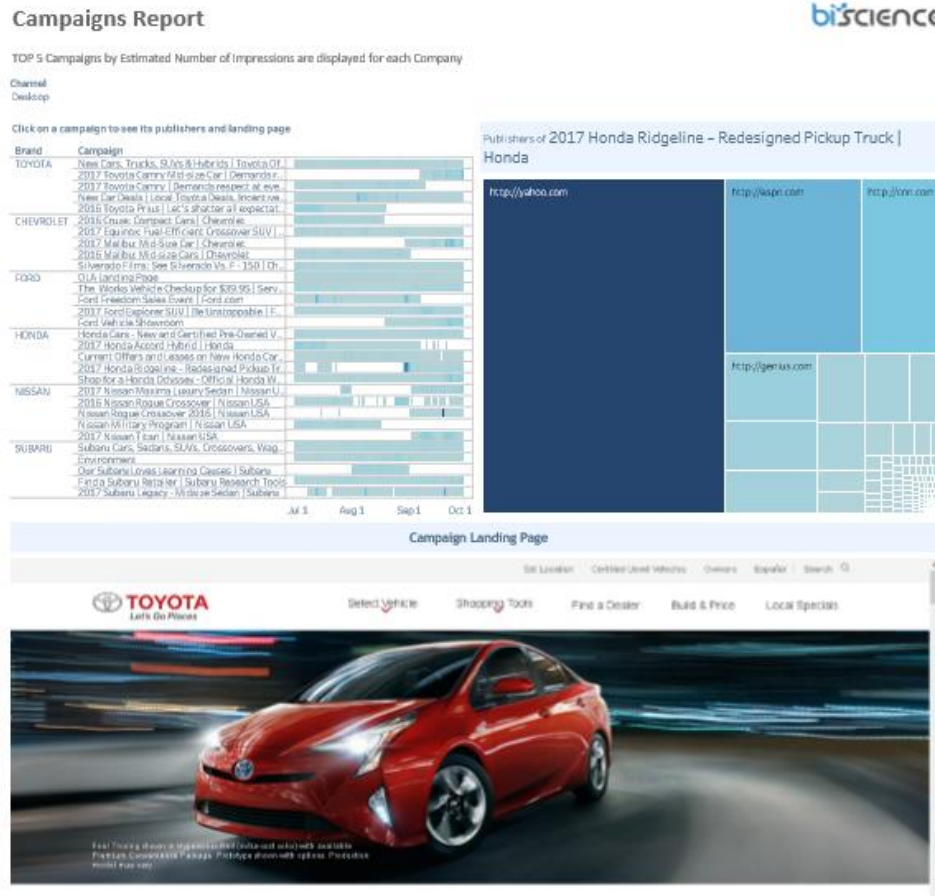
Planning



Campaigns



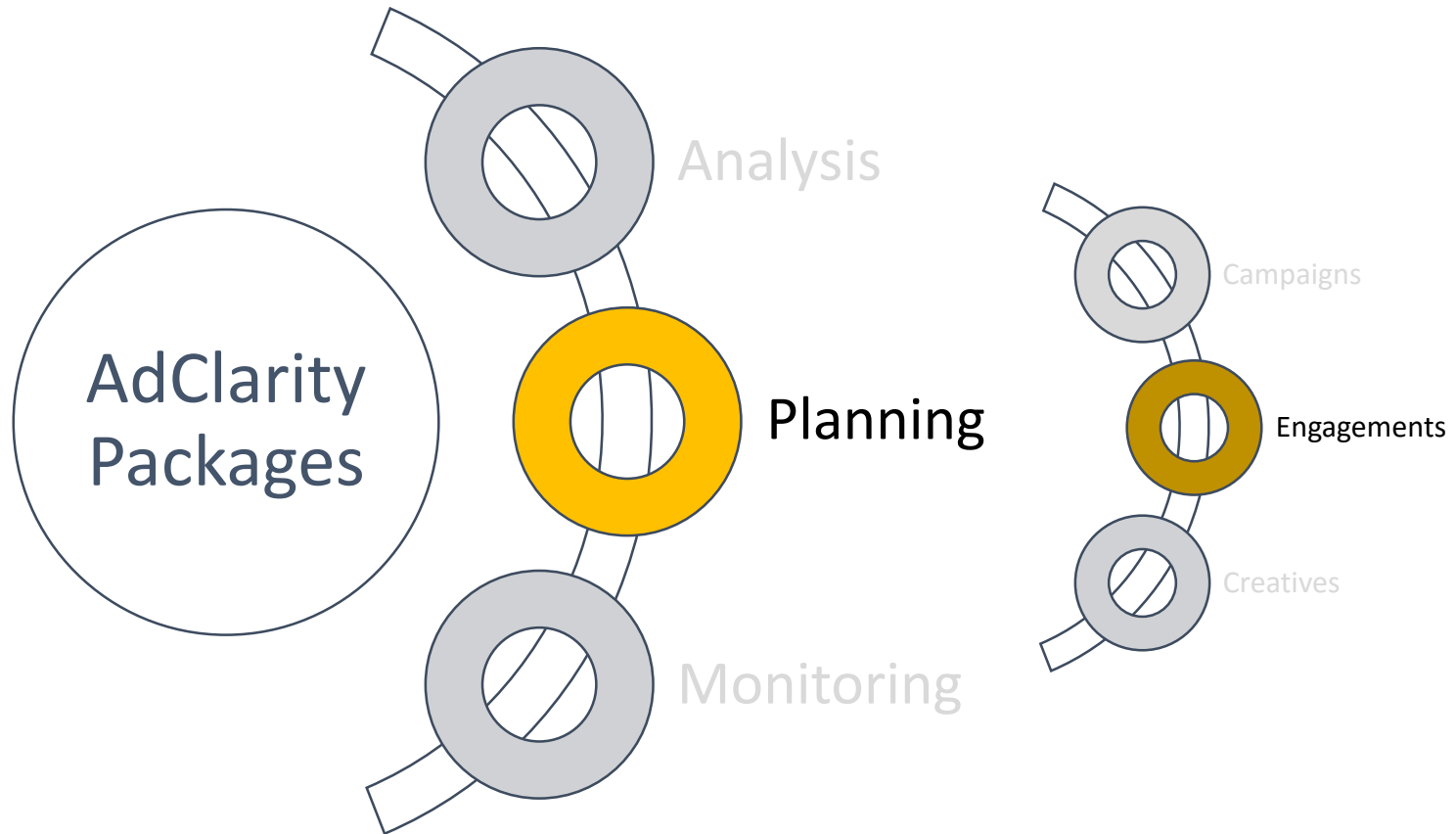
- View the top campaigns of your competitors
- Realize what was the timeframe for top digital campaigns
- Grasp the underlying media strategy of your competitors including their publishers' distribution and landing pages



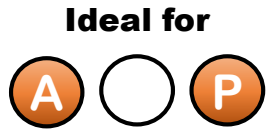
Dashboard charts Info

- Top Campaigns – View the top 5 campaigns for each competitor, as well as their running timeframe, and peaks
 - The blue points on the timeframe indicate a more intense activity
- Publishers' Treemap – When clicking on a campaign, you can view all chosen publishers for a campaign as well as their campaign SOV.
- Landing Page – See the actual landing page that was used for each campaign

Planning



Specific Brand Media Strategy



- See what was the media distribution of a brand in a specific country
- Uncover your competitors' tendency to work programmatically with small websites
- Get a trending view of categories your competitors choose to work with constantly



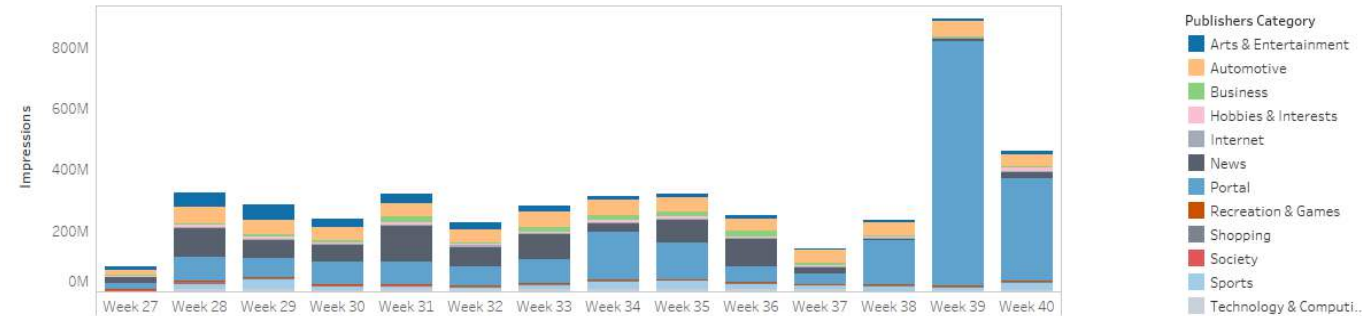
Specific Brand Media Strategy



Choose Brand

How does CHEVROLET distribute campaigns?

Publishers' dashboard indicates competitors media spread through categories and size of publishers, and helps in determining competitor's reach strategy and audience.
 *Top 12 Categories **Excluding "Other"



Where did the money go?

Categorized by #Impressions and Publishers' Ranking, Direct Advertising

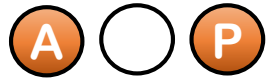
Publisher	Pub Category	Publishers' Ranking	Impressions
http://yahoo.com	Portal	TOP 10	1,943,021,841
http://drudgereport.com	News	TOP 10	627,287,846
http://nadaguides.com	Automotive	TOP 500	208,851,450
http://mlb.com	Sports	TOP 10	144,707,818
http://msn.com	Portal	TOP 10	116,686,772
http://kbb.com	Automotive	TOP 100	114,596,374
http://hdrunnerz.com	Other	TOP 500	111,107,604
http://match.com	Business	TOP 100	109,225,561
http://iheart.com	Hobbies & Interests	TOP 100	84,616,008
http://edmunds.com	Automotive	TOP 500	81,426,858

Dashboard charts Info

- Campaign Distribution – Overall activity of a brand. The volume indicates how popular were publishers from a specific category
- Where did the money go? – View the top publishers in terms of category, ranking and number of impressions.
 - Top publishers mix Indicates the programmatic tendency of your competitor. The more Top 10/Top 100 Publishers, the more direct your competitor deploy campaigns and vice versa.

SOV of Advertisers on Competing Publishers

Ideal for



- See how advertisers advertise on competing publishers relative to you
- Find new potential advertisers to work with
- View SOV, both in terms of an advertiser and a publisher



SOV of Advertisers on Competing Publishers

bisSCIENCE

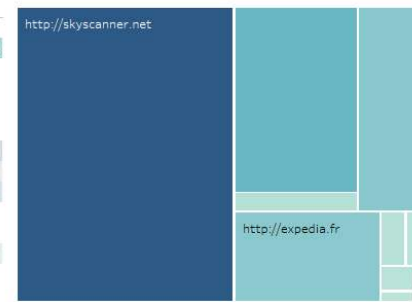
Country: (All) | Channel Id: Desktop | Category: Airline | Deployment Chain: (All)

Airline Advertisers in October

Select Airline advertisers to view their trending activity in October

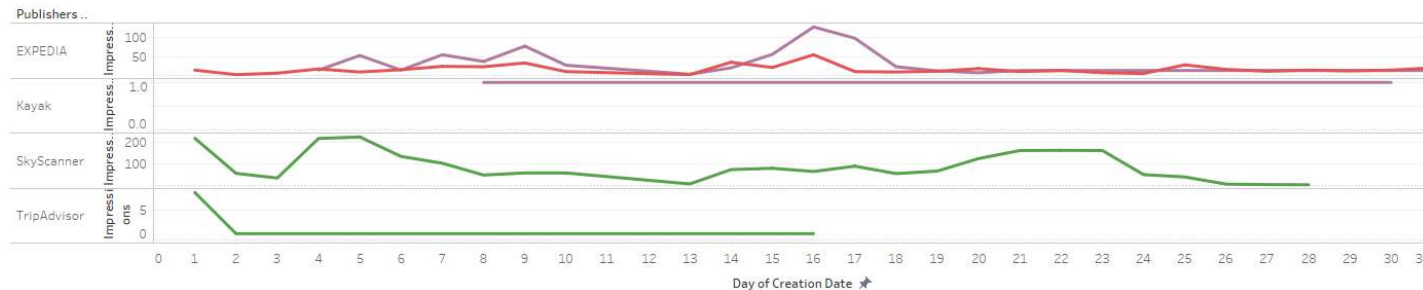
Advertiser	EXPEDIA	Kayak	SkyScanner	TripAdvisor
QANTAS	4.19%		41.79%	
EUROWINGS			29.55%	5.12%
AIRNEWZEALAND			17.10%	
SOUTHWESTVACATIONS	44.68%	21.21%		
UNITED	6.60%	6.06%	5.83%	
BRITISHAIRWAYS	31.89%			
LUFTHANSA	3.30%		0.19%	52.59%
VIRGIN-ATLANTIC	9.00%			2.79%
EMIRATES				32.59%
TRANSAVIA			0.50%	
SWISS		69.70%		
FINNAIR			0.08%	6.98%
AIRCANADA	0.14%	3.03%		
AIRCHINA			0.03%	

SOV of Publishers for BRITISHAIRWAYS, EUROWINGS, SOUTHWESTVACATIONS
#Records



Trending For BRITISHAIRWAYS, EUROWINGS, SOUTHWESTVACATIONS

Hover the lines to view which Advertisers they indicate



Advertiser: BRITISHAIRWAYS (red), EUROWINGS (green), SOUTHWESTVACATIONS (purple)

Dashboard charts Info

- Filters
- Category – View the top advertisers per category (For example: Hotel Chains, Insurance, Airline Companies etc.)
- Deployment Chain – View advertisers activity based on DBM* activity/All Activity/Only Mediator Chain related activity
- Advertisers SOV – Each column showcases the SOV of a publisher. Multi-select Advertisers to see their trending activity below
- SOV of Publishers – View Publisher's SOV on advertiser's activity

* Double Click Bid Manager



Enter New Markets | Potential Publishers/Affiliates

- Find new publishers/affiliates and increase conversion rate
- View how many competitors are working with the same publisher and to what extent
- Discover hidden gems - small publishers, unfamiliar to you



Enter New Markets | Potential Publishers/Affiliates

Find new opportunities with Publishers you are currently less/not working with
September 2016, Desktop Browser

Choose Publisher's Size to view your competitor's activity on it

Country: Publisher Category: Publisher's Monthly Visitors (From A to I):

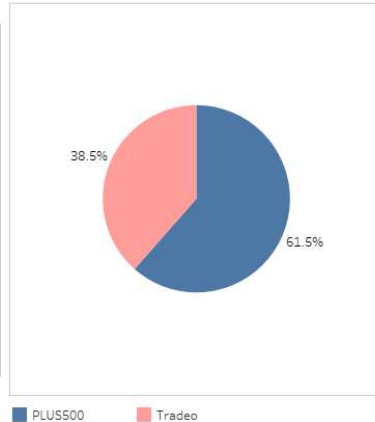
B: 10K-100K Monthly Visitors Publishers

*Categories and Visitors are Based on SimilarWeb Ranking

Publisher	Pub Category	Publisher's Size ..	#Impressions
http://foxbusiness.com	Personal Finance	B: 10K-100K	504,984
http://netdania.com	Personal Finance	B: 10K-100K	292,565
http://forexlive.com	Personal Finance	B: 10K-100K	286,249
http://zacks.com	Personal Finance	B: 10K-100K	197,517
http://investorplace.com	Personal Finance	B: 10K-100K	117,481
http://business-standard.com	Personal Finance	B: 10K-100K	93,104
http://fxtop.com	Personal Finance	B: 10K-100K	81,774
http://investorwords.com	Personal Finance	B: 10K-100K	21,994
http://dailytradealert.com	Personal Finance	B: 10K-100K	17,659
http://currency7.com	Personal Finance	B: 10K-100K	8,295
http://econoday.com	Personal Finance	B: 10K-100K	4,598
http://investorjunkie.com	Personal Finance	B: 10K-100K	4,552
http://economywatch.com	Personal Finance	B: 10K-100K	4,398
http://dealbreaker.com	Personal Finance	B: 10K-100K	4,340
http://financialsamurai.com	Personal Finance	B: 10K-100K	3,409
http://businessweek.com	Personal Finance	B: 10K-100K	595
http://christianpf.com	Personal Finance	B: 10K-100K	77

Competitors SOV for forexlive.com

#Impressions



Campaigns on http://forexlive.com

Select Creative % to view creative and watch landing page (as a hyperLink)

Campaign	Brand	
	PLUS500	Tradeo
Plus500 Online CFDs trading, Plus500 forex trading platform, commodities, CFD, trade stocks, shares, e..	44.97%	14.50%
Trade FX, CFDs, Commodities and indices together		38.16%
		0.34%
Plus500 forex	1.52%	
Commodities Bitcoin BTCUSD	0.51%	

Top Size and Creative Type for selected campaigns

Creative Type	Max. AD_SIZE	Percentage
Banner	728x90	63.88%
Flash	728x90	27.66%
HTML5	728x90	1.30%
Text	808x90	7.16%

Campaign Creatives

[Plus500 UK Forex platform](#)
[plus500.co.uk](#)

Open Forex Demo Account in 5 min! CFD service-Your capital is at risk

Dashboard charts Info

- Potential Publishers – New publishers that are not currently working with your brand, categorized by the number of monthly visitors
 - Publishers are ordered by the number of impressions of your competitors
- Competitors SOV – active advertisers on the publisher
- Activity Breakdown – all Advertisers' campaigns and SOV
 - Top Size and Creative Type – Ad Sizes and Creatives SOV of campaign. By clicking you will see creatives and landing pages

Ideal for advertisers working with affiliates



New Money - Publishers



- Find new potential advertisers to work with
- Get data on competitors SOV and top mediator chains
- Approach new clients by understanding their programmatic behavior and active publishers



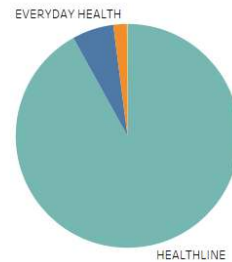
New Money

Which advertisers work with similar brands to WebMD but do not work with WebMD?

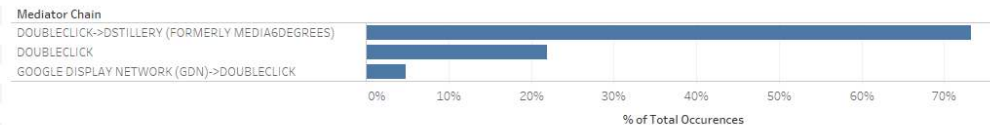
Potential Advertisers for WebMD
Advertisers share on WebMD <= 1.2%

What is my competitors' SOV?

Advertiser	Other Publishers Share	WebMd Share
XELJANZ	98.89%	1.14%
GOODRX	100.00%	
DISCUSSRMSTREATMENT	100.00%	
TRUBIOTICS	100.00%	
SHIONOGI	100.00%	
NATUREMADE	100.00%	
NUVARING	100.00%	
EXCEDRYN	99.81%	0.19%
MSVOICE	100.00%	
DEXILANT	98.93%	1.07%
HEALTHAFTER50	100.00%	
NUCIFIC	100.00%	
PRISTIQ	100.00%	
MAYOCLINIC	100.00%	
EVERYDAYHEALTH	100.00%	
THECHOLESTEROLTRUTH	100.00%	
ZINBRYTA	100.00%	
GIRLRISING	100.00%	
SWISSCLINIC	99.52%	0.38%
OSPHERA	100.00%	
SELANDIAREJSEFORSIKRI..	99.82%	0.18%
VNUMEDIAONLINE	100.00%	
TAKEDAPHARM	100.00%	
AUBAGIO	100.00%	
CANCERRESEARCHUK	100.00%	
TANDEMIDIABETES	100.00%	
LYRICA	100.00%	
CARING	100.00%	
VESICARE	99.76%	0.24%
HEALTHLINENETWORKS	100.00%	
SOFTLAYER	99.34%	0.66%
IBRANCE	100.00%	
EZAIRPARK	100.00%	
WORLDFIRST	98.68%	1.32%



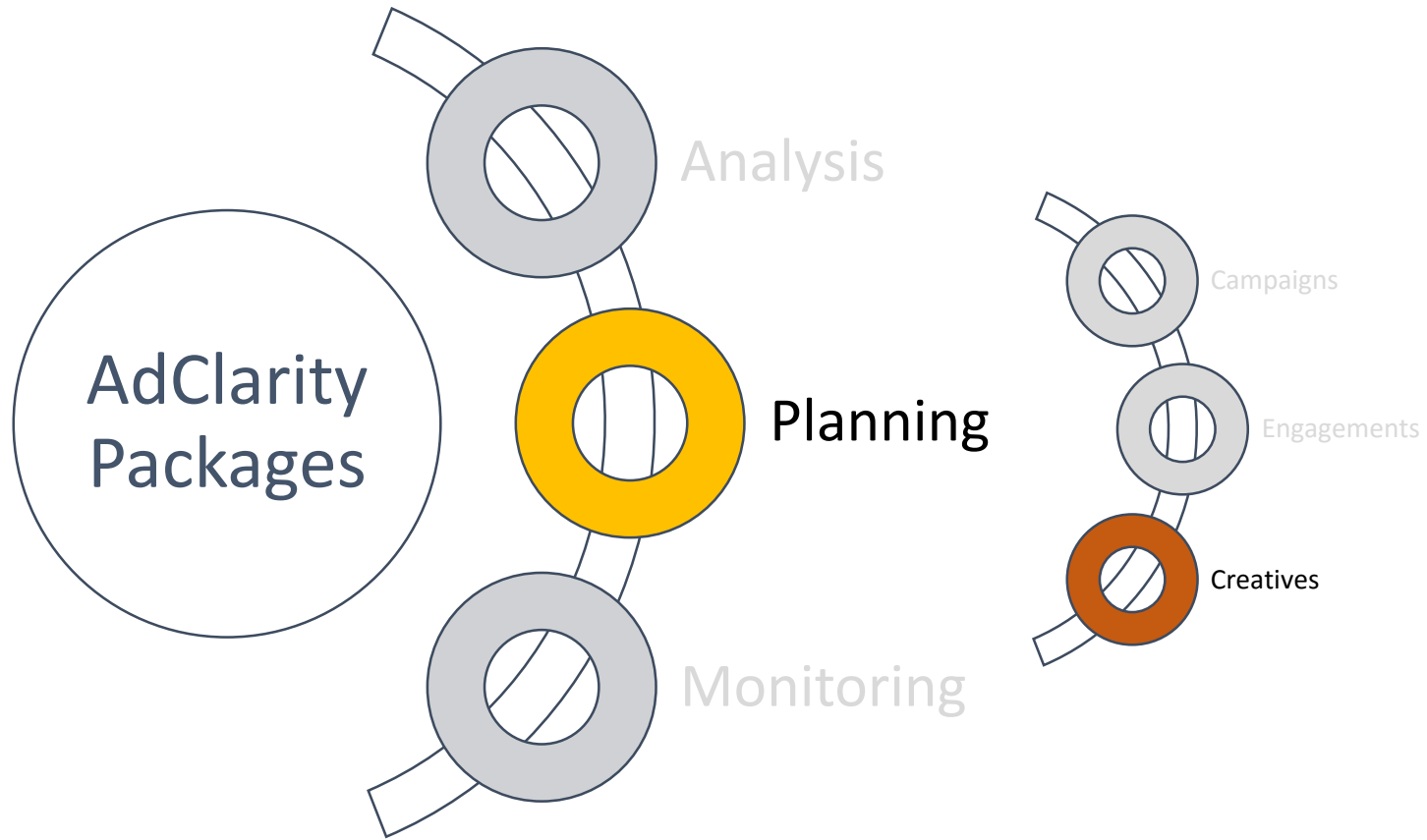
Popular Deployment Chains for OSPHERA



Dashboard charts Info

- Potential Advertisers – Advertisers you are currently barely/not working with
 - When you click on an advertiser you view its top mediator chain and publishers activity
- Competitors' SOV – the activity level of publishers on a specific advertiser
- Popular Deployment Chain – Top deployment chains for the advertiser

Planning



Ads Analysis



- See which ad types and sizes your competitors use across channels and countries
- Understand the most popular ad types, and ad sizes, for all competing brands as a whole

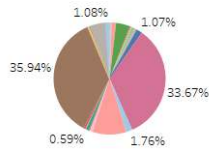


Ads Analysis

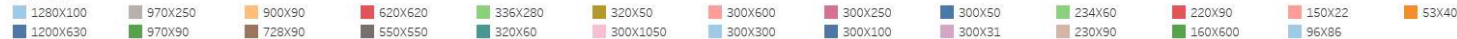
What is the ad breakdown across channels and countries?

Country: Channel Id:

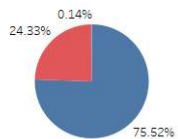
Ad Size Breakdown for All Brands



Ad Size



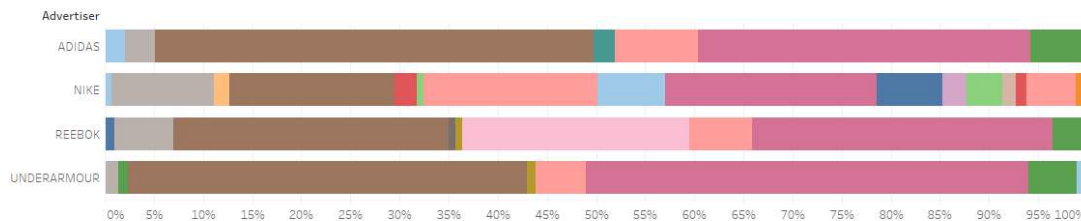
Ad Type Breakdown for all Brands



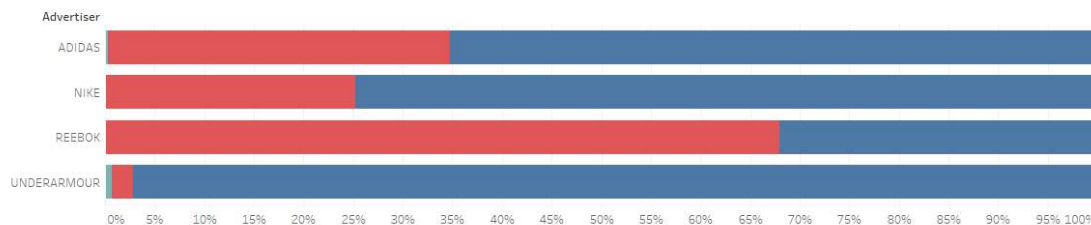
Creative Type



Ad Size Breakdown For a Brand



Ad Type Breakdown for a Brand



Dashboard charts Info

- Filter – Choose a country and a channel to view the desired breakdown
- Ad Size Breakdown for all Brands – The ad size mix of all competitors
- Ad Size Breakdown for a Brand – Ad sizes breakdown for each competitor
- Ad Type Breakdown for all Brands – The ad type mix of all competitors
- Ad type Breakdown for a Brand – Ad Types breakdown for each competitor

Creatives

- Analyze the top creatives of your competitors' campaigns across channels
- See which of your competitors' landing pages were the most promoted



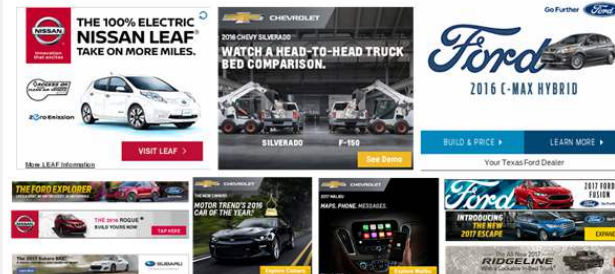
Creatives Report

Channel: Video Channels: Desktop, Mobile and Video. Top 5 Creatives for each campaign

Creative Video

Top Creatives

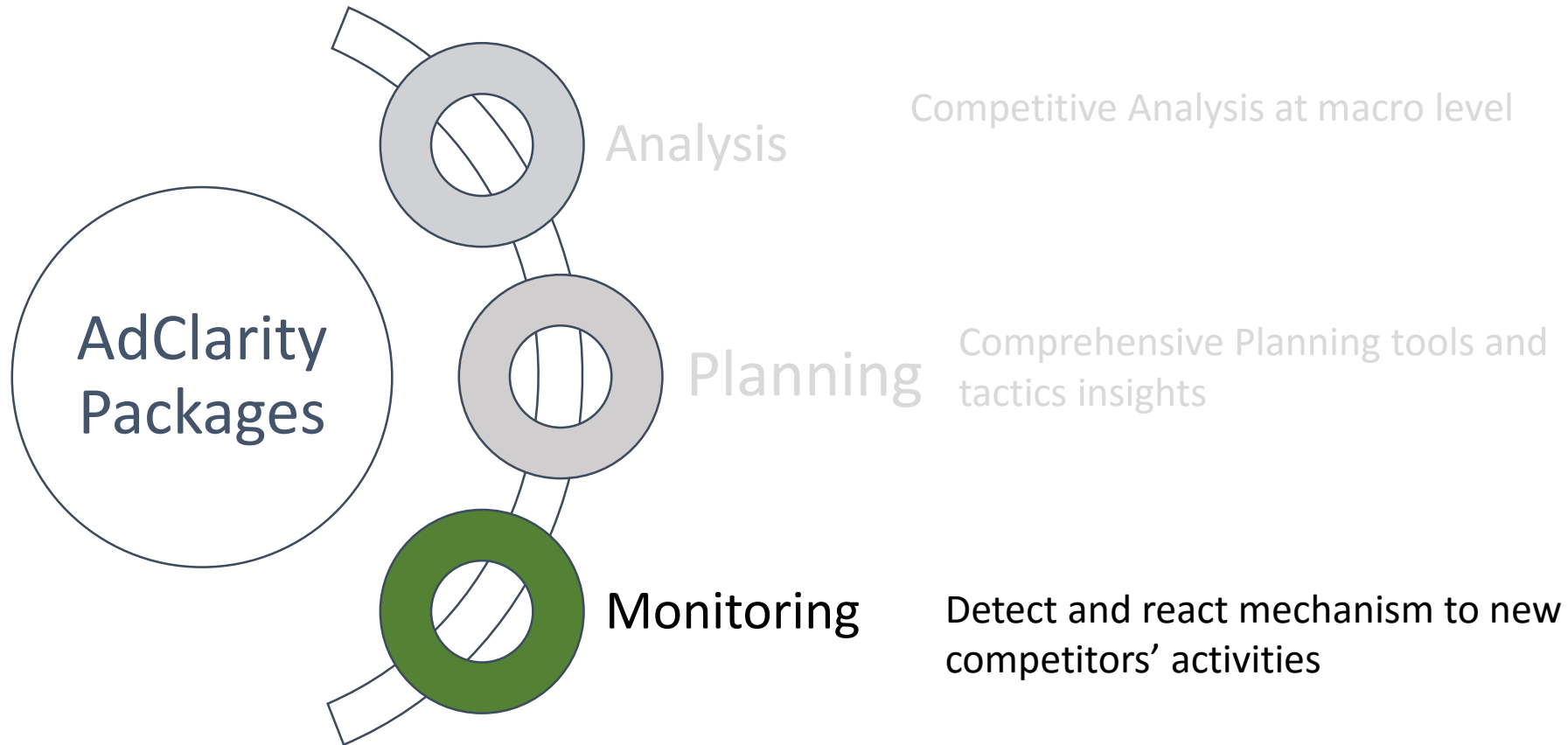
Brand	Creative	Activity Level
CHEVROLET	Silverado Films: See Silverado Vs. F-150 Chevrolet	████████
	2017 Camaro: Sports Car Chevrolet	████████
	The Latest Chevy Films Chevrolet	████████
	2016 Camaro Sports Cars: Coupe - Convertible Chevrolet	██████
	Teen Driver Technology: New Driver Safety Chevrolet	██████
	2016 Cruze: Compact Cars Chevrolet	████████
	Silverado Strong: Steel Bed Outperforms Aluminum Bed -	██████
	2017 Malibu: Mid-Size Car Chevrolet	██████
	2016 Malibu: Mid-size Cars Chevrolet	████████
	2017 Cruze: Compact Cars Chevrolet	████████
	Silverado Strong: Steel Bed Outperforms Aluminum Bed -	██████
	Malibu 2016: Autos de tamaño mediano Chevrolet	████████
	Malibu 2017: Auto tamaño mediano Chevrolet	████████
	2017 Silverado 1500: Pickup Truck Chevrolet	████████
	Chevy Service: Auto Repair & Maintenance Chevrolet Ce..	████████
	Caja de acero de la Chevy Silverado vs. la caja de aluminio..	██████
	2016 Chevrolet Cruze Compact Car Chevrolet Canada	████████
	2016 Chevrolet Camaro Sports Car Chevrolet Canada	██████
	Business Elite: Working as Hard as You Do Chevrolet	████████
	Cash Back Offers On Select 2016 Chevs Chevrolet	████████
FORD	Ford Motor Company - YouTube	████████
	Ford Vehicles - YouTube	████████
	Ford Tough - YouTube	████████
	Ford - New Cars, Trucks, SUVs, Hybrids & Crossovers Fo..	████████
	2017 Ford Escape: We Are All Champions Escape Ford -	██████



Dashboard charts Info

- Filter – Pick a Channel
- Top Creatives – See top 5 creatives per competitor, sorted by activity level.
 - Pick an icon to see the creative, or to view the landing page

Monitoring



New Campaigns' Alert

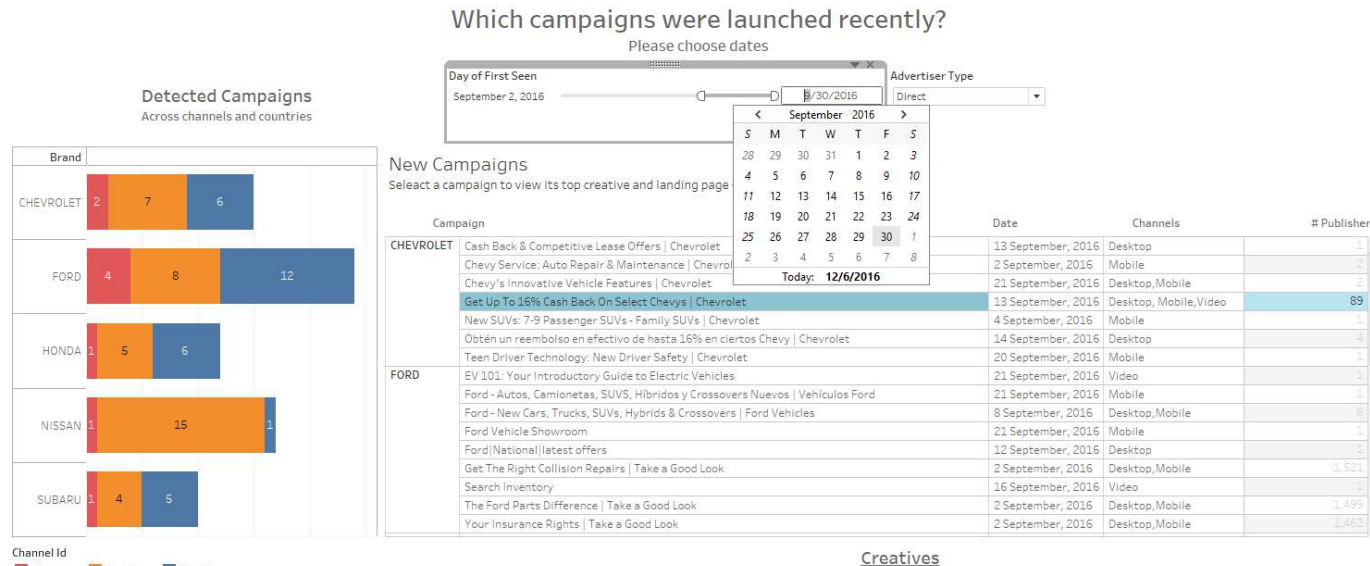


- Get notified on new campaigns within a time frame
- Identify whether the campaign ran across channels or on a specific channel
- Analyze campaign offering and react immediately



New Campaigns Alert

Detect and React to New Campaigns
New Campaigns on Desktop and Mobile



Dashboard charts Info

- Date Filter – Choose the dates range you are interested in
- Detected Campaigns – View the extent of new campaigns across channels
- New Campaigns – View new campaigns by their start date, active channels and number of publishers.

Pick a campaign to see the main creative and the landing page